



# Global Membership Approach

## Build A Plan

TRAINING SUPPORT GUIDE



# Global Membership Approach

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# Global Membership Approach

## Introduction

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The purpose of this guide is to help prepare you to effectively facilitate Global Membership Approach training, by providing you with important background information, tools, and resources.

For Global Membership Approach training content, please visit the [Global Membership Approach webpage](#) to download the session PowerPoints, which include detailed speaker notes, and other supporting materials.

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# Global Membership Approach

## Global Membership Approach – Training Overview

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### Program Objectives:

The Global Membership Approach is designed to accomplish the following objectives:

- Rejuvenate districts with new clubs
- Revitalize clubs with new members
- Re-motivate existing members with fellowship and exciting service

These objectives will be accomplished using the following 4-step process:

- **Build a Team\***
- **Build a Vision**
- **Build a Plan**
- **Build Success**

\*Build a Team can be combined with the Overview presentation, which is available on the [Global Membership Approach](#) webpage.

### Lions Learning Center (LLC) Course:

The Global Membership Approach eLearning course is available for all Lions in the Lions Learning Center (LLC), under Learn using their Lion Account credentials.

Many leaders may have already completed the Global Membership Approach eLearning course. If so, facilitators may want to take this into consideration and adjust this training accordingly.

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# Global Membership Approach

## The Role of the Facilitator

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It is recommended Lions who graduated the Faculty Development Institute (FDI) and Lions certified through the Lions Certified Instructor Program (LCIP) facilitate the Global Membership Approach training. If an FDI graduate or LCIP certified Lion is not available, you may be called upon to serve as a facilitator. Below is a list of items that facilitators conducting this training should be able to perform. While it is not imperative that facilitators are experts in each area, it is important that they be proficient in these skills.

- Deliver short lectures
- Engage participants in an interactive learning environment by conducting question and answer segments, facilitating meaningful group discussions and group activities
- Manage learner behavior
- Manage a training environment and session logistics
- Use PowerPoint presentations and an LCD projector

## Facilitator Materials

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Facilitators will use the Global Membership Approach PowerPoint presentations accompanied by speakers notes and this Training Support Guide, which is designed to provide a flexible instructional plan and suggestions for delivery for each of the training sessions.

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# Global Membership Approach

## Session Timelines and Preparation

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The following pages include an overview, list of materials, topic highlights, and timing for each topic. The time spent on each topic can be altered based on the number of participants and their needs. **This overview is meant as a preview of this session, not as a replacement for this step's PowerPoint.**

The PowerPoint for this session, which includes speaker notes, is available on the [Global Membership Approach](#) webpage on the Lions International website.

For each session, you will need access to the following audio/visual equipment:

### Virtual Training

- Computer

### In-person Training

- Computer
- LCD projector and screen
- Flipchart and markers (optional)
- Wireless mouse/laser pointer (optional)

*If facilitating an in-person training, participant materials can be printed in black and white.*

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# Global Membership Approach

## Session 4: Build a Plan

The following table includes a brief overview of the presentation content and specific points to highlight when facilitating, the approximate amount of time to spend on each section of the presentation and the content's corresponding slide reference. Please note that the session highlights may not be a component of the session itself but can provide additional clarification of the Global Membership Approach.

### Learning Objectives:

- Review the components of SWOT
- Review the components of an action plan
- Use the action plan steps to create an action plan, by incorporating some of the items discussed in the District SWOT analysis.
- Explore the different resources available to help with each action planning step

### Materials:

- ☐ Overview PowerPoint with adaptable speaker notes
  - The Overview PowerPoint is available on the [Global Membership Approach](#) webpage.

SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
<i>Pre-meeting preparation</i>	Review the additional information to support facilitation.	Slide 1
	Before starting the presentation conduct brief participant introductions.	Slide 2
<i>Introduction</i> (10 minutes)	<b>Presentation</b>  Review the agenda and topics for discussion.  <b>Highlights</b>  Reinforce that growing membership is the primary goal of the Global Membership Approach. However, we cannot lose sight of why we grow membership. More membership means more Lions who will join us on the service journey.	Slide 3-5



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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
<b>District Analysis Exercise</b> (30 minutes)	<p><b>Presentation</b></p> <p>Start with a review of the district analysis and goals that were completed together during the Build a Vision workshop. (SWOT)</p> <p><b>Highlights</b></p> <p>Share a copy of the SWOT Analysis that was created during the Build a Vision workshop.</p> <p>Clarify participants' level of understanding by asking how many participants took the Introduction to SWOT course on the LLC and adjust if necessary.</p> <p>Share a copy of the membership targets that were introduced during the Build a Vision workshop.</p> <p>Make sure everyone has the opportunity to participate in the discussion.</p>	Slides 6-11
<b>Action Plan</b> (45 minutes)	<p><b>Presentation</b></p> <p>Review quote on slide.</p> <p>Use the Action Plan template to create a detailed plan for each of the membership goals established.</p> <p>Assign participants into breakout groups to begin drafting action plans. Allow time to discuss group results.</p> <p><b>Highlights</b></p> <p>Clarify each section of the Action Plan template and check for understanding.</p> <p>Remind participants that action planning is a very detailed activity, and each step is valuable for success.</p> <p>Review the information recorded from the District SWOT Analysis.</p>	Slides 12-24





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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
	Remind participants to consider innovative ideas to spark membership. So, when anyone suggests an idea, everyone must be supportive. Make sure everyone in the group contributes at least one idea.	
<b>Resources</b> (50 minutes)	<b>Presentation</b>  Review quote on slide.  Review working group members previously identified, resources available and funding sources.  Assign participants into breakout groups to discuss leaders, resources, and budgets for each action. Allow time to discuss group results.  <b>Highlights</b>  Reinforce that we are all in this together and many different Lions can be part of the working group regardless of title.  Reinforce that there are many resources available to support Lions and their causes on the Lions International website.  Remind participants to share strategies with each other during the discussion. Make sure everyone in the groups contributes at least one idea.	Slides 25-35
<b>Next Steps</b> (10 minutes)	<b>Presentation</b>  Remind leaders of next steps they need to take to prepare for Build Success session.  <b>Highlights</b>  Remind participants to review the Global Membership Approach eLearning course in the LLC, under Learn using their Lion Account credentials.	Slide 36



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SESSION OVERVIEW, TIMELINE AND HIGHLIGHTS		
Section Topic (Time)	Presentation Overview and Highlights	Slide Number(s)
	<p>Consider, as the facilitator, completing the LLC courses listed in the PowerPoint to best answer questions in the next session and prepare examples of regional adaptations as needed.</p> <p>Remind participants to share their action plan with their clubs, district, and multiple district leadership.</p>	
<b>Questions</b> (5 minutes)	<b>Open forum for questions from participants</b>	Slide 37
<i>Total Time: 150 minutes</i>		

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# Global Membership Approach

## Evaluation/Survey

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Evaluation is an important part of any training program. Data collected from evaluations can provide important insight into the effectiveness of content, materials, training format, instructors, and the overall success of the program.

It is recommended that participants complete the Global Membership Approach Survey located under 'Connect with us' at the bottom of the [Global Membership Approach webpage](#).

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# Global Membership Approach

## Room Set-Up

If the session is conducted in-person, consider the room layout before the training begins. Consider:

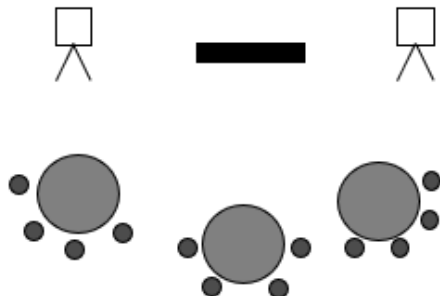
- **The size and culture of your training group.** Will your group consist of more or less than 10 people? What cultural norms may impact the set-up of the tables and chairs? Do the participants expect a certain room layout?
- **The size of the classroom.** Once you know the approximate dimensions and layout of your training room, it is sometimes helpful to draw a diagram of your room set-up. This technique may help you make decisions relating to activities, materials and equipment.
- **The activities involved in the training.** Do any activities require a specific amount of space and collaboration, and if so, how might the room set-up need to be adjusted?

### Suggested Seating Arrangement

Due to the interactive and discussion-based nature of the Global Membership Approach training, a “clustered” seating arrangement is suggested.

Advantages of a “clustered” arrangement:

- Ideal for learners working in small groups.
- Easy for trainers to interact with small groups.
- Provides opportunities for participant involvement.
- Provides freedom of movement.



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